

PERSONA

Draw your persona here

About this persona (Name? Background?)

1

Pains – Fears, frustrations and anxieties

2

Gains – Wants, needs, hopes and dreams

3

Jobs to be done – What are they trying to do and why is it important to them?

4

Reality – How do they achieve these goals today? Any barriers in their way?

5

Stories and observations - Write down quotes or observations that best describe their experiences

6

Context - Are there any factors that we should take into consideration

